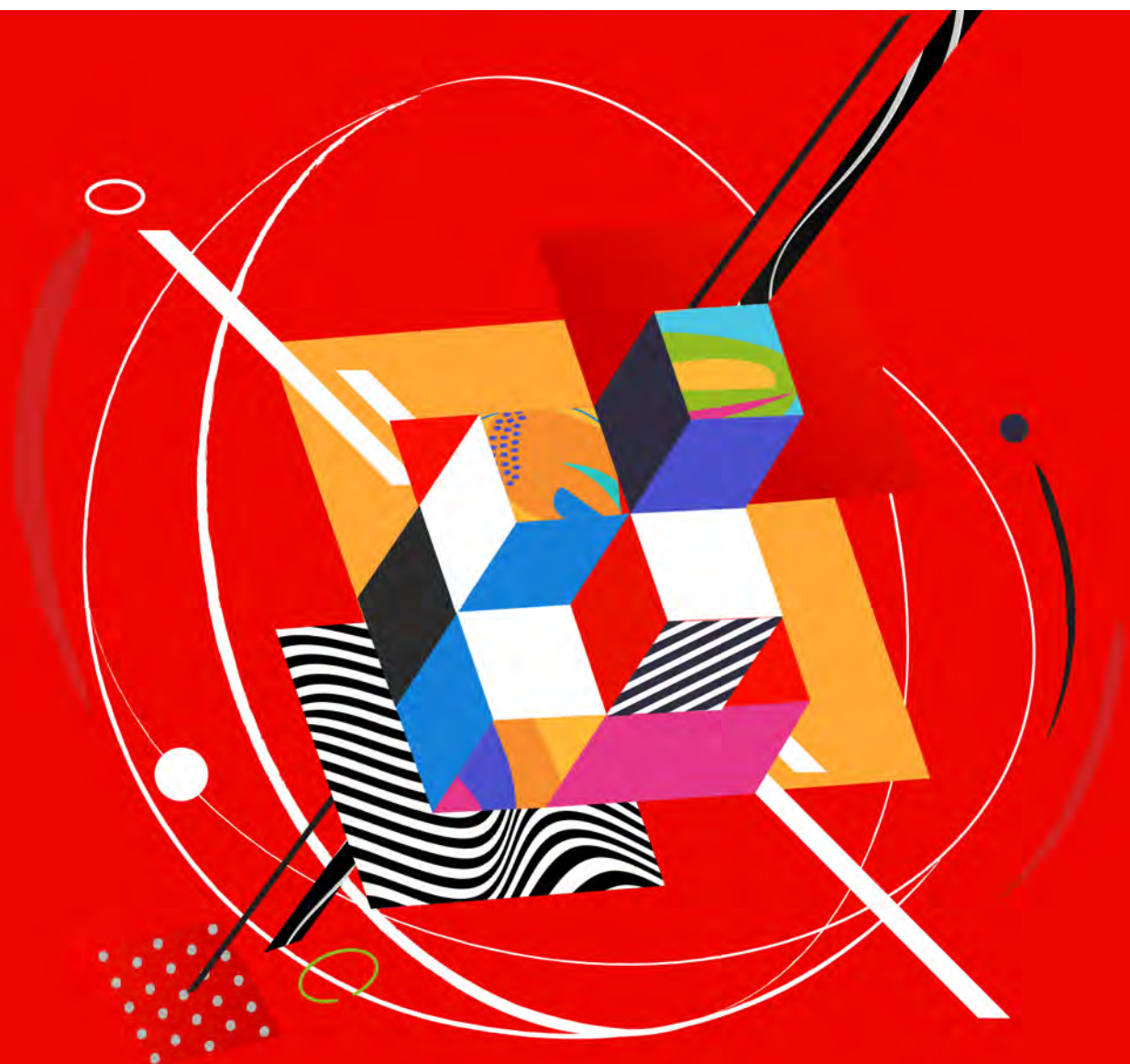


CHEAT SHEET

Social media real estate you shouldn't ignore



Have a big event promotion or new asset launch planned in the near future? If you're a marketing pro, you've probably prepared your messaging for social posts and scheduled your emails, but do you have a plan for the visual space on your social channels? Content marketers have learned to leverage visuals. Social marketers need to follow suit. There's valuable real estate on your social profiles—are you taking advantage, or are you leaving those spaces vacant?

When it comes to making the most of your social marketing, here are four of the most overlooked pieces of prime real estate:

1. Cover photos

Many organizations rarely update their cover photos, but if your audience is engaging with you on social, your cover photo is one of the first things they see. Whether you're promoting an event, new product, special deal, or webinar, your cover is the perfect place to highlight your most important promotion. This applies to cover photos across Facebook, LinkedIn, Twitter, and any other channels your company has a presence on.

In the example below, Ford Mustang used their Facebook cover to show off their product and to promote their hashtag:



Interior decorating magazine Apartamento uses their cover photo to let fans know a new issue is available—simple, effective, and it probably took less than a minute to create:



2. Pinned posts

Other underutilized visual spaces are Facebook's pinned posts and Twitter's pinned tweets. Both Facebook and Twitter allow you to "pin" a particular post to the top of your social profile, guaranteeing that they'll be seen first by your visitors.

Brands and individual users can simply choose a tweet they'd like to pin, click the three dots to the right of the garbage icon, and select "pin to your profile page." You can only choose one tweet at a time, so choose wisely. Also, Facebook's pinned posts only stay at the top of your timeline for one week, so make sure to pin a new post or re-pin the same post if you'd like to keep it featured. Here's an example of a pinned tweet from designer Louis Vuitton, used to promote a new line:



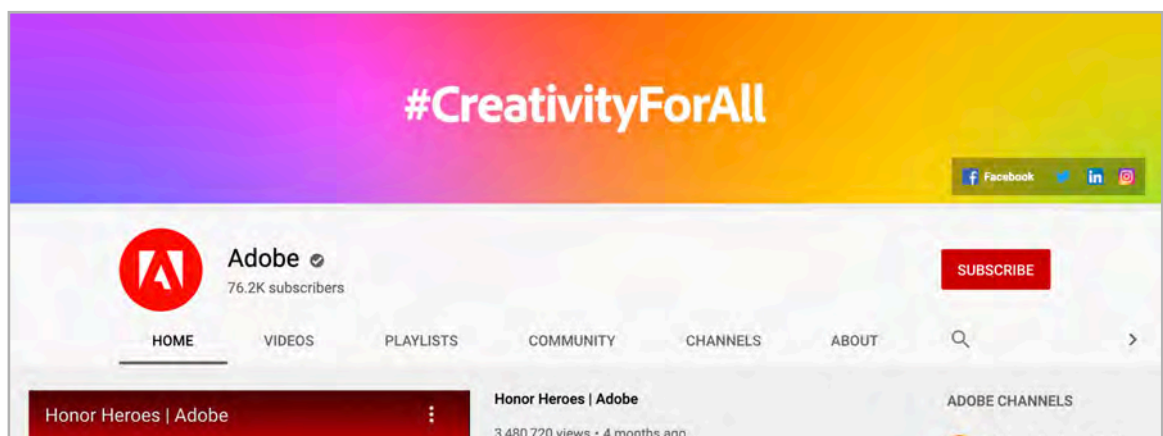
3. Your Twitter header

Twitter increased the size of your profile's header image dramatically. Header images expand across your profile's entire page, no longer confined to a small space at the top. The optimal size for the new header is 1500x500, and the maximum file size is 5MB.



4. Backgrounds and headers

SlideShare and YouTube allow you to customize your profile's backgrounds and headers—two more ways to get your message across at no cost. Below, you can see that we use our YouTube header to display our logo and one of our advertising slogans:



Conclusion

At Adobe, we also create customized visuals for social profiles every time we implement a launch. Beyond taking advantage of valuable real estate, we find this keeps our key initiatives consistent across every channel.

These are the most overlooked pieces of social media real estate that we've found, but social marketing is constantly changing—keep your eye out for the next overlooked gem.

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